Contoso

DATA ANALYST: SQL PORTFOLIO PREPARED BY [CHUKWUDI JEFFREY]

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INTRODUCTION

Our Organisation, which is a **Charity Organisation(Education for All)** are having a fundraising strategy meeting for the following year, and I need to present insights from the donation data to inform our fundraising strategy and increase donations. I have been asked by the Head of Fundraising to present the data on donor insights and donation rates.

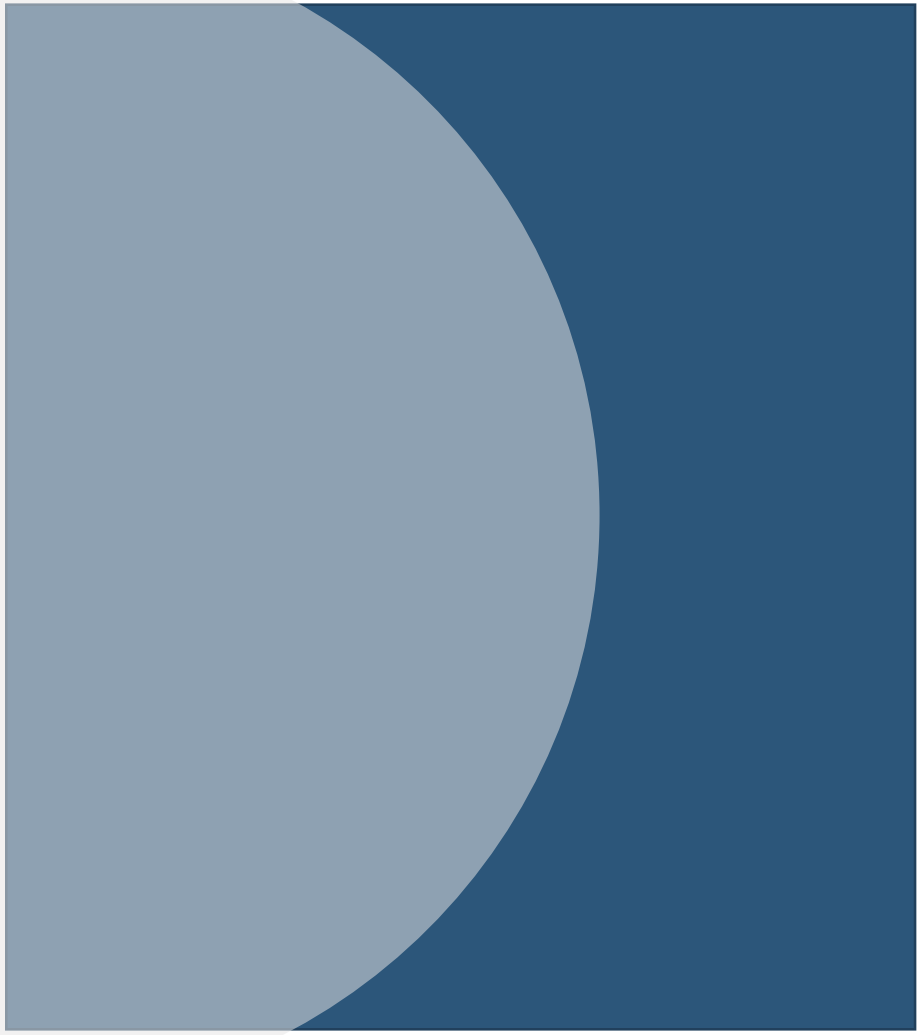
ROOT CAUSE ANALYSIS

Q: Why do we have more Donors Donating once ?

A: Because people don’t freely give frequently.

Q: Why do people not give frequently ?

A: Because they prefer to receive rather than giving.



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PROJECT BACKGROUND AND BUSINESS PROBLEM

- Increase the number of Donors on the Database
- Increase the Donation Frequency of the Donors
- Increase the value of Donations on the Database

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INSIGHTS AND SQL CODES

1. Total and Average Donations

Code: SELECT avg(donation), sum(donation) from Donation_Data;

2. Gender count and Donations

Code: SELECT gender, COUNT(), sum(donation) FROM Donation_Data

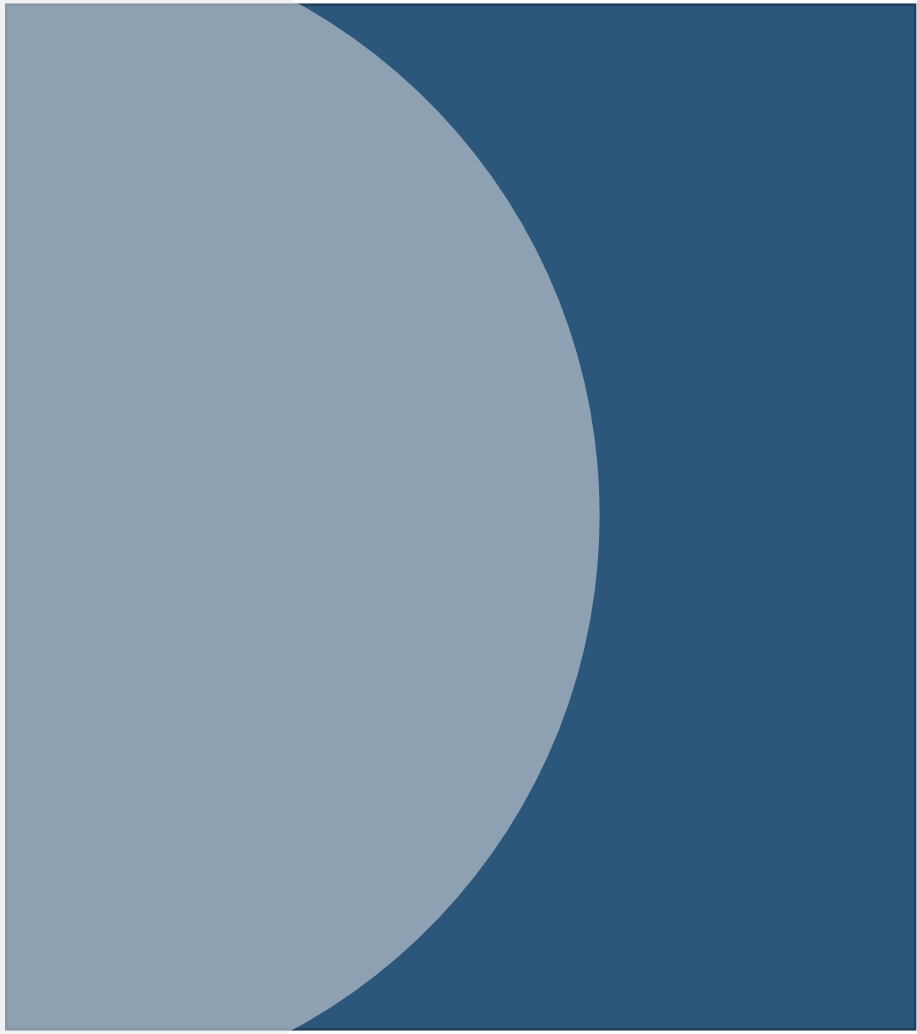
GROUP BY gender

ORDER by sum(donation) desc ;

3. Number of states and Donation per state

Code: SELECT state, sum(donation), COUNT() FROM Donation_Data GROUP BY state

ORDER BY sum(donation) DESC;



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INSIGHTS AND SQL CODES CONT'D

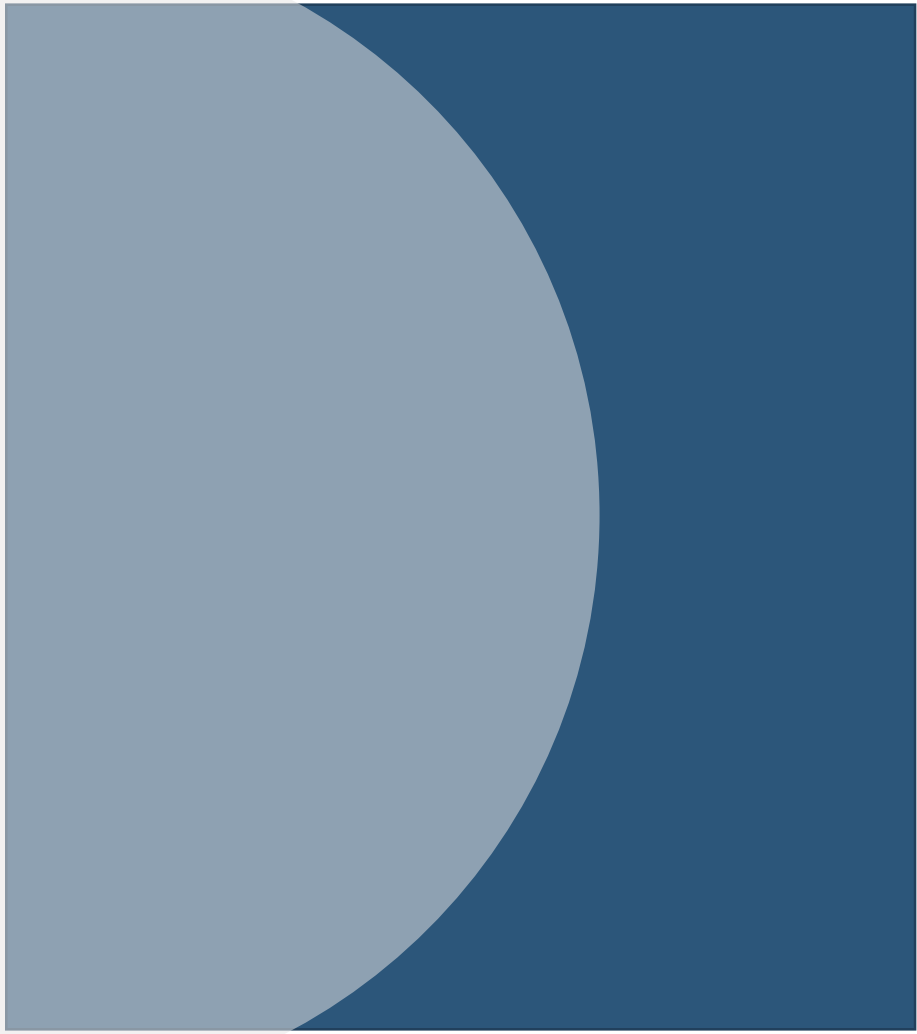
4. Donation frequency, count and sum of donation Frequency

Code: SELECT donation_frequency, COUNT(donation_frequency), sum(donation) from Donation_Data

JOIN Donor_Data2 on Donation_Data.id = Donor_Data2.id

GROUP BY donation_frequency

ORDER BY sum(donation) desc;



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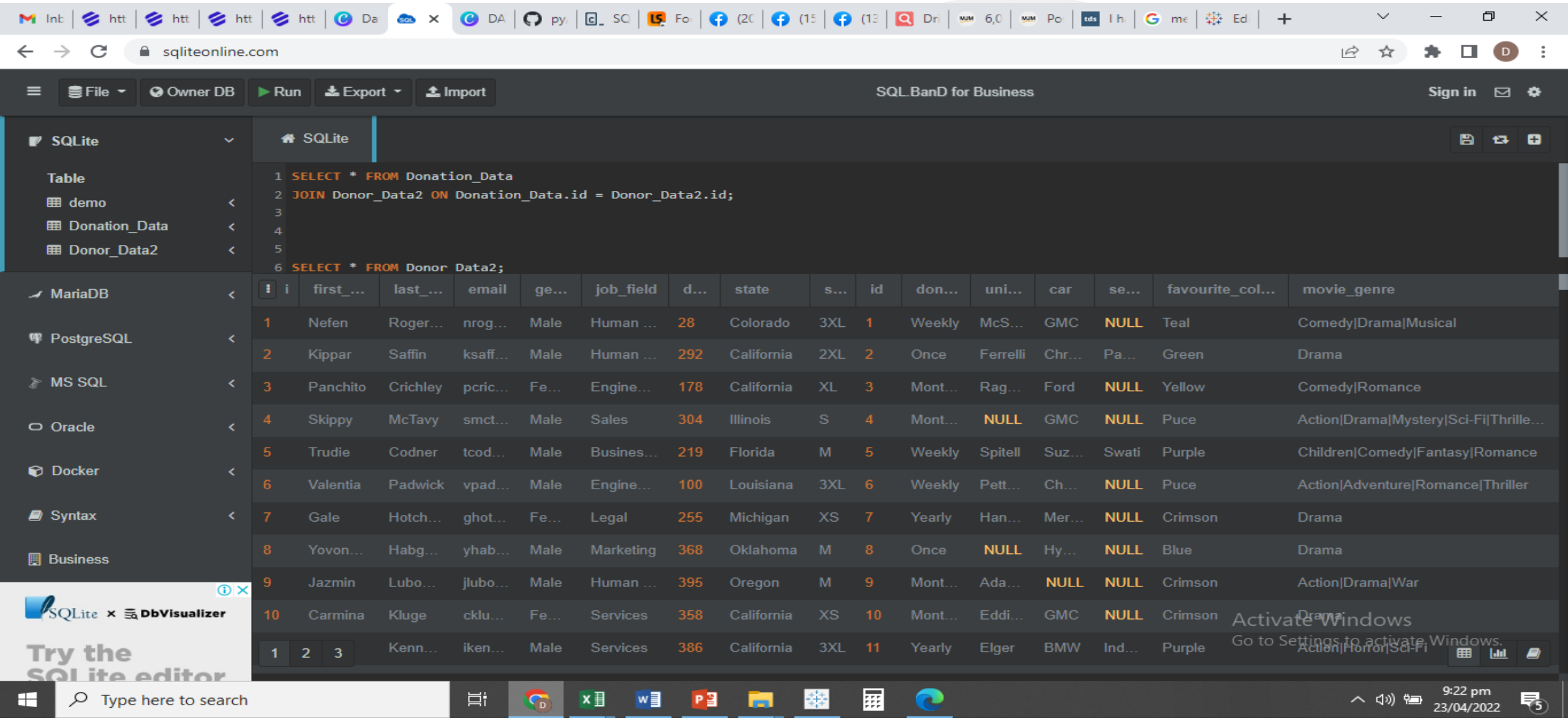
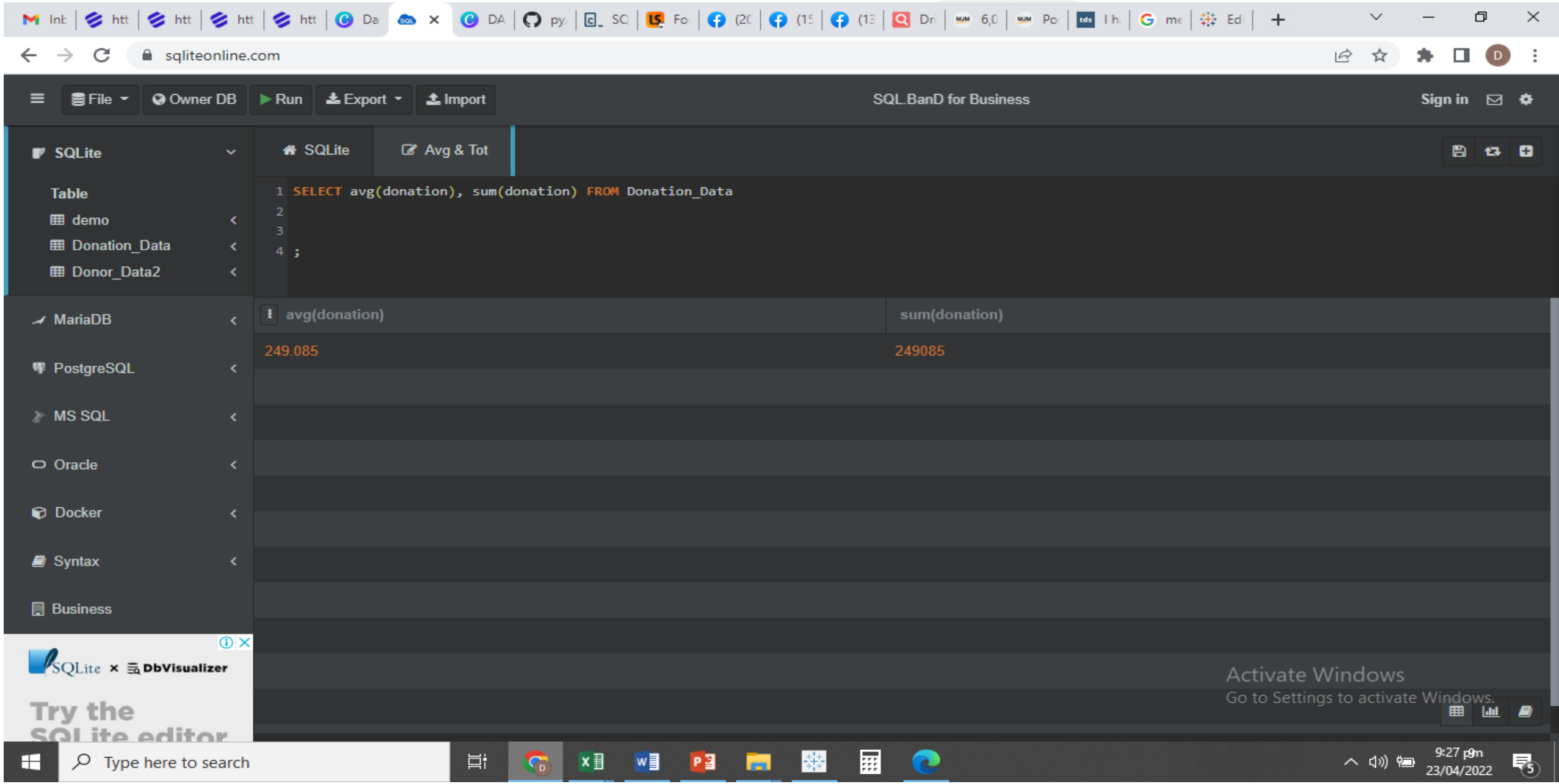
DONATION TABLE

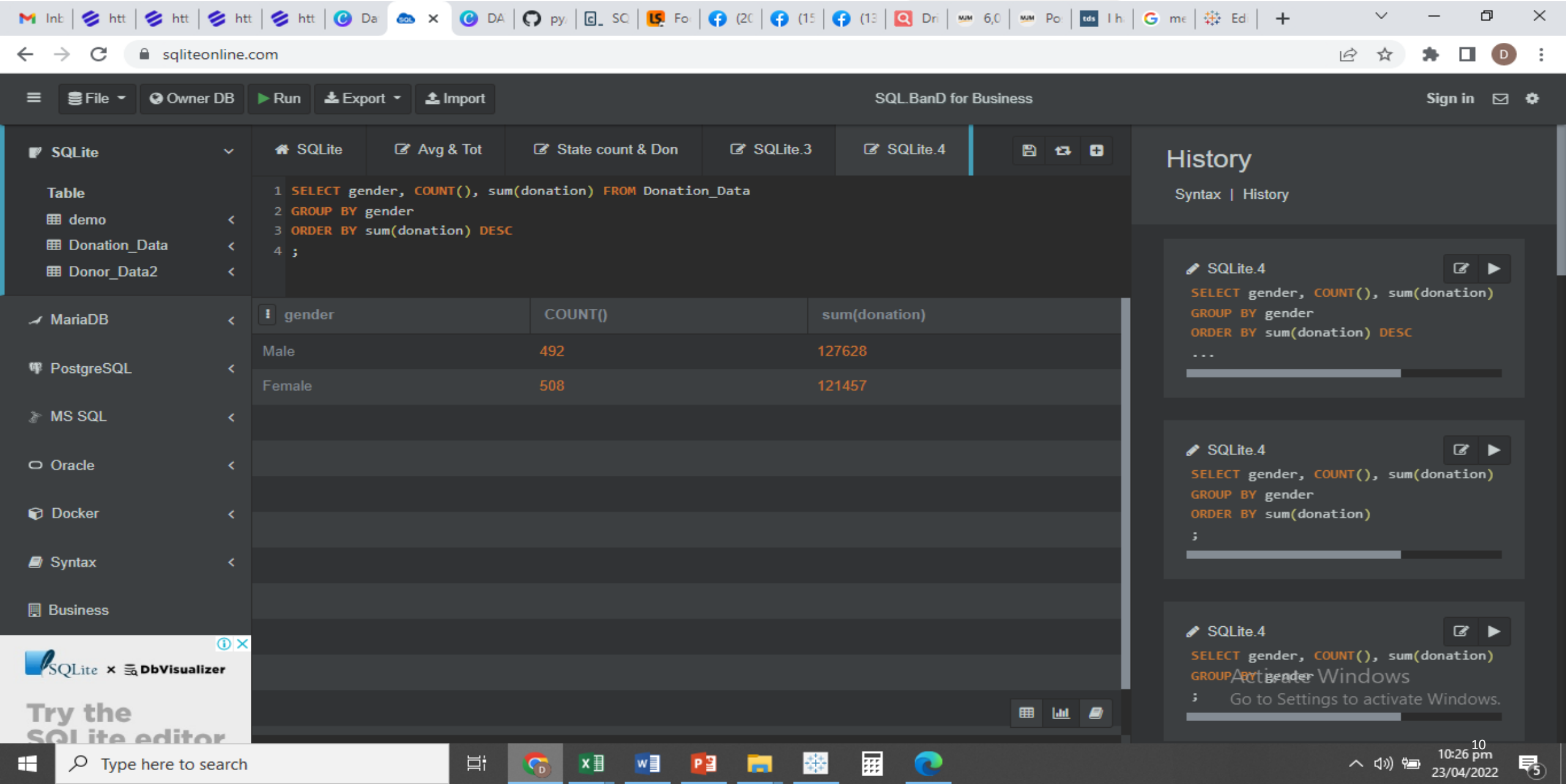


i	first_...	last_...	email	ge...	job_field	d...	state	s...	id	don...	uni...	car	se...	favourite_col...	movie_genre
1	Nefen	Roger...	nrog...	Male	Human ...	28	Colorado	3XL	1	Weekly	McS...	GMC	NULL	Teal	Comedy|Drama|Musical
2	Kippar	Saffin	ksaff...	Male	Human ...	292	California	2XL	2	Once	Ferrelli	Chr...	Pa...	Green	Drama
3	Panchito	Crichley	pcric...	Fe...	Engine...	178	California	XL	3	Mont...	Rag...	Ford	NULL	Yellow	Comedy|Romance
4	Skippy	McTavy	smct...	Male	Sales	304	Illinois	S	4	Mont...	NULL	GMC	NULL	Puce	Action|Drama|Mystery|Sci-Fi|Thrille...
5	Trudie	Codner	tcod...	Male	Busines...	219	Florida	M	5	Weekly	Spitell	Suz...	Swati	Purple	Children|Comedy|Fantasy|Romance
6	Valentia	Padwick	vpad...	Male	Engine...	100	Louisiana	3XL	6	Weekly	Pett...	Ch...	NULL	Puce	Action|Adventure|Romance|Thriller
7	Gale	Hotch...	ghot...	Fe...	Legal	255	Michigan	XS	7	Yearly	Han...	Mer...	NULL	Crimson	Drama
8	Yovon...	Habg...	yhab...	Male	Marketing	368	Oklahoma	M	8	Once	NULL	Hy...	NULL	Blue	Drama
9	Jazmin	Lubo...	jlubo...	Male	Human ...	395	Oregon	M	9	Mont...	Ada...	NULL	NULL	Crimson	Action|Drama|War
10	Carmina	Kluge	cklu...	Fe...	Services	358	California	XS	10	Mont...	Eddi...	GMC	NULL	Crimson	Drama
1	Kenn...	iken...	Male	Services	386	California	3XL	11	Yearly	Elger	BMW	Ind...	Purple	Action|Horror|Sci-Fi	

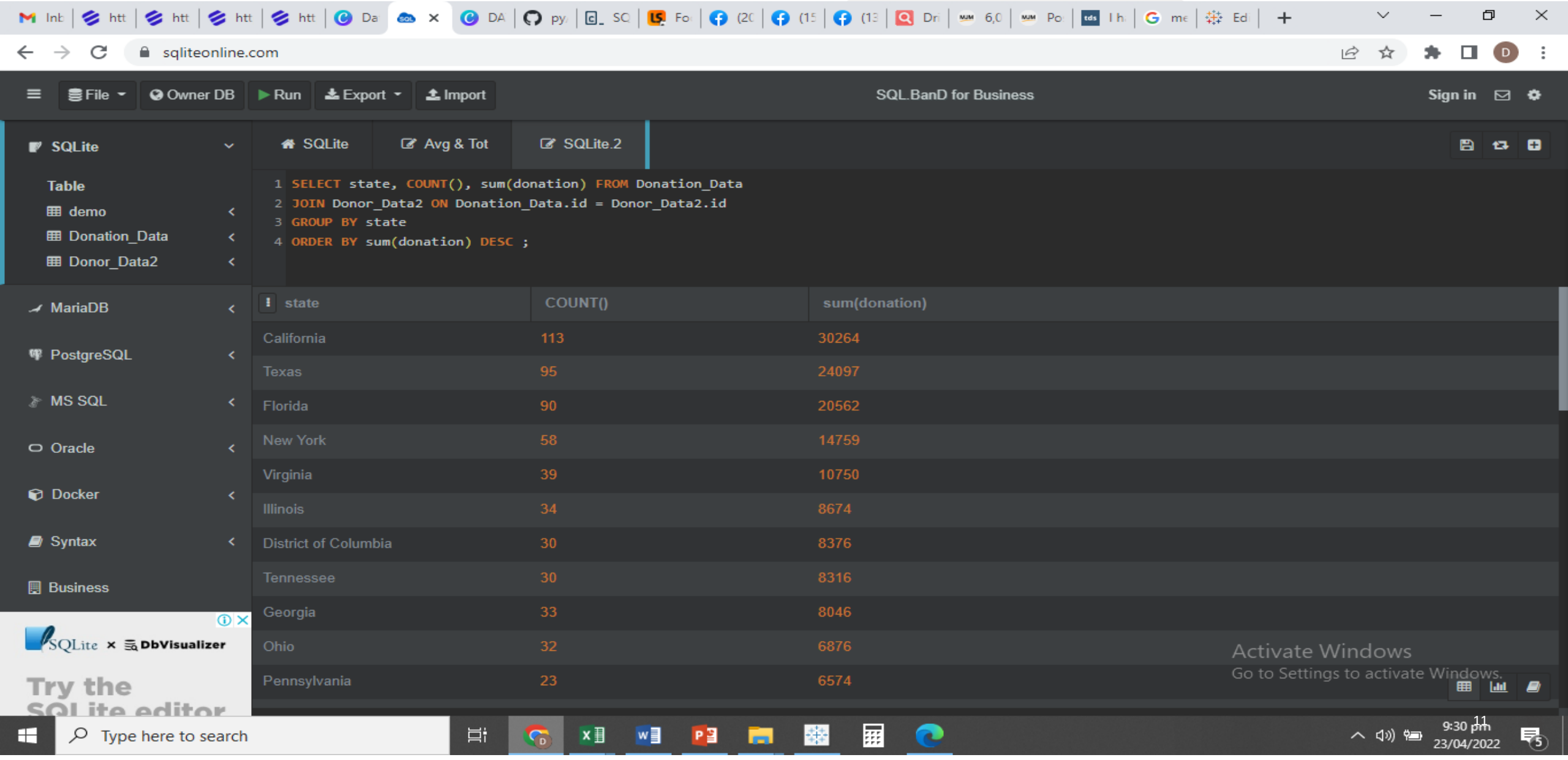
AVERAGE AND TOTAL DONATIONS



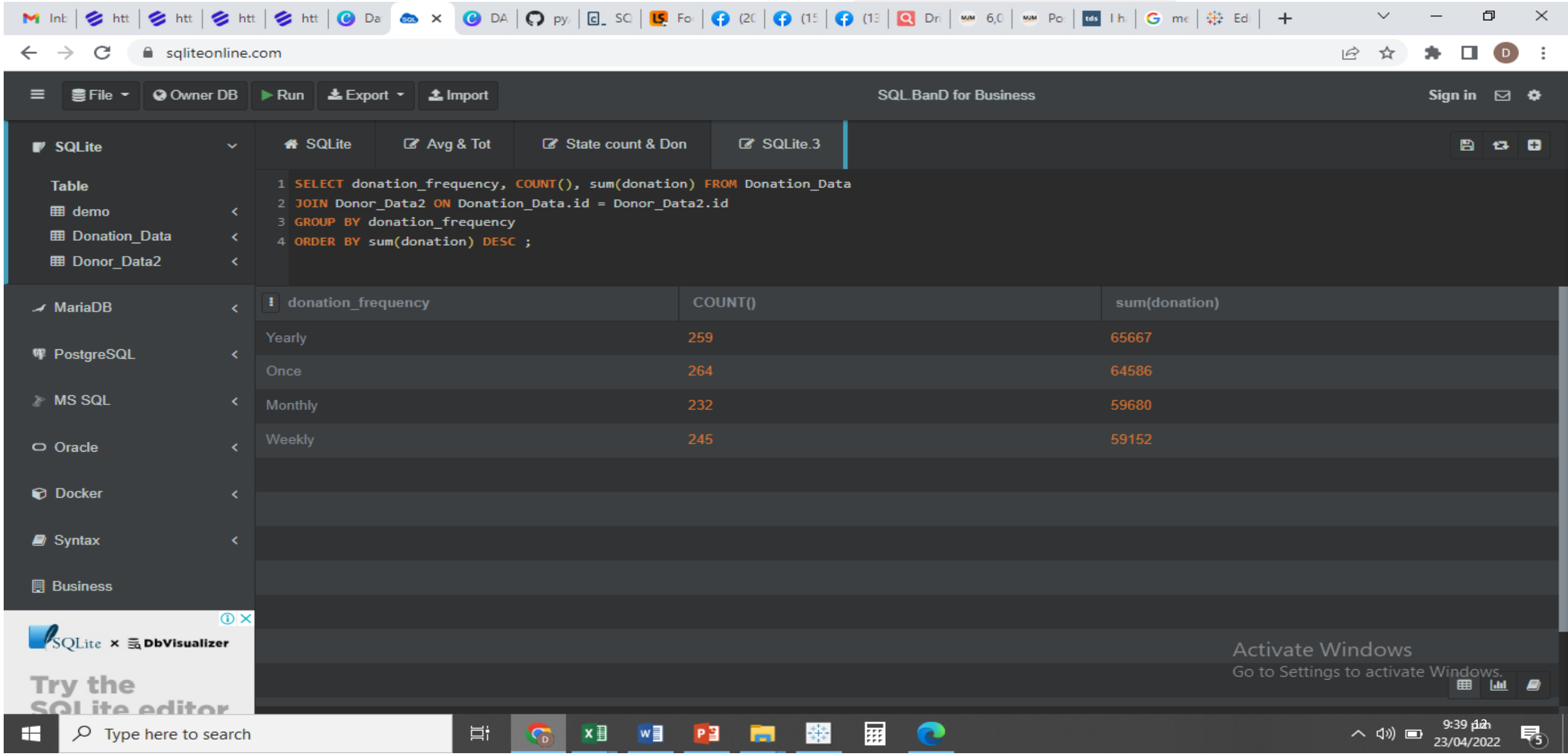
GENDER COUNT AND TOTAL DONATIONS



TOTAL DONATIONS PER STATE AND COUNT



DONATION FREQUENCY AND COUNTS



TABLE

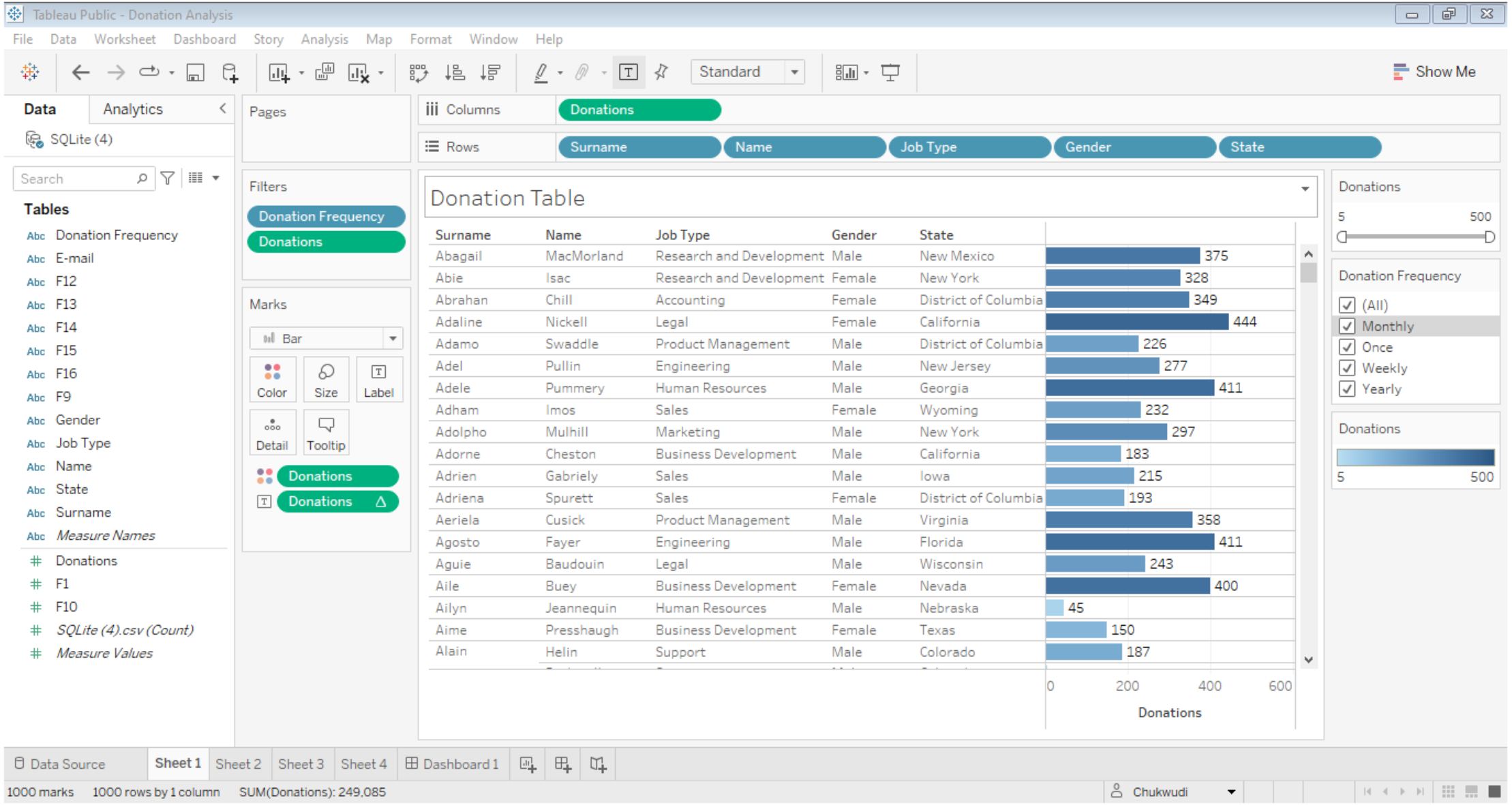


Tableau Public - Donation Analysis
File Data Worksheet Dashboard Story Analysis Map Format Window Help
Standard
Show Me
Data
Analytics
SQLite (4)
Search
Tables
Abc Donation Frequency
Abc E-mail
Abc F12
Abc F13
Abc F14
Abc F15
Abc F16
Abc F9
Abc Gender
Abc Job Type
Abc Name
Abc State
Abc Surname
Abc Measure Names
Donations
F1
F10
SQLite (4).csv (Count)
Measure Values
Pages
Filters
Donation Frequency
Donations
Marks
Bar
Color
Size
Label
Detail
Tooltip
Donations
Donations
Columns
Donations
Rows
Surname
Name
Job Type
Gender
State
Donation Table
Surname Name Job Type Gender State
Abagail MacMorland Research and Development Male New Mexico 375
Abie Isac Research and Development Female New York 328
Abrahan Chill Accounting Female District of Columbia 349
Adaline Nickell Legal Female California 444
Adamo Swaddle Product Management Male District of Columbia 226
Adel Pullin Engineering Male New Jersey 277
Adele Pummery Human Resources Male Georgia 411
Adham Imos Sales Female Wyoming 232
Adolpho Mulhill Marketing Male New York 297
Adorne Cheston Business Development Male California 183
Adrien Gabriely Sales Male Iowa 215
Adriena Spurett Sales Female District of Columbia 193
Aeriela Cusick Product Management Male Virginia 358
Agosto Fayer Engineering Male Florida 411
Aguie Baudouin Legal Male Wisconsin 243
Aile Buey Business Development Female Nevada 400
Ailyn Jeannequin Human Resources Male Nebraska 45
Aime Presshaugh Business Development Female Texas 150
Alain Helin Support Male Colorado 187
0 200 400 600
Donations
Donations
5 500
Donation Frequency
(All)
Monthly
Once
Weekly
Yearly
Donations
5 500
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Dashboard 1
1000 marks
1000 rows by 1 column
SUM(Donations): 249,085
Chukwudi

CHART ONE

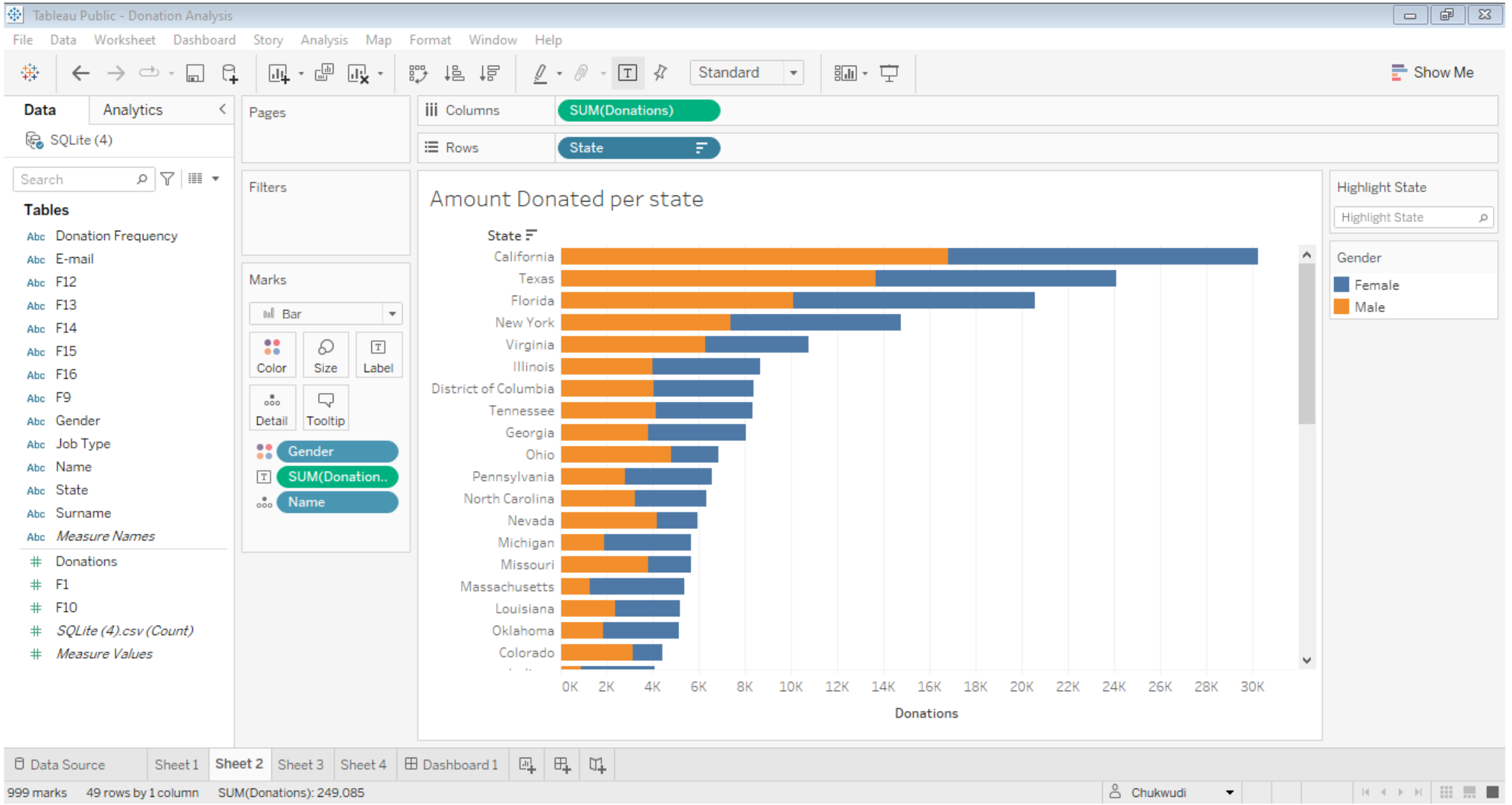


Tableau Public - Donation Analysis
File Data Worksheet Dashboard Story Analysis Map Format Window Help
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SQLite (4)
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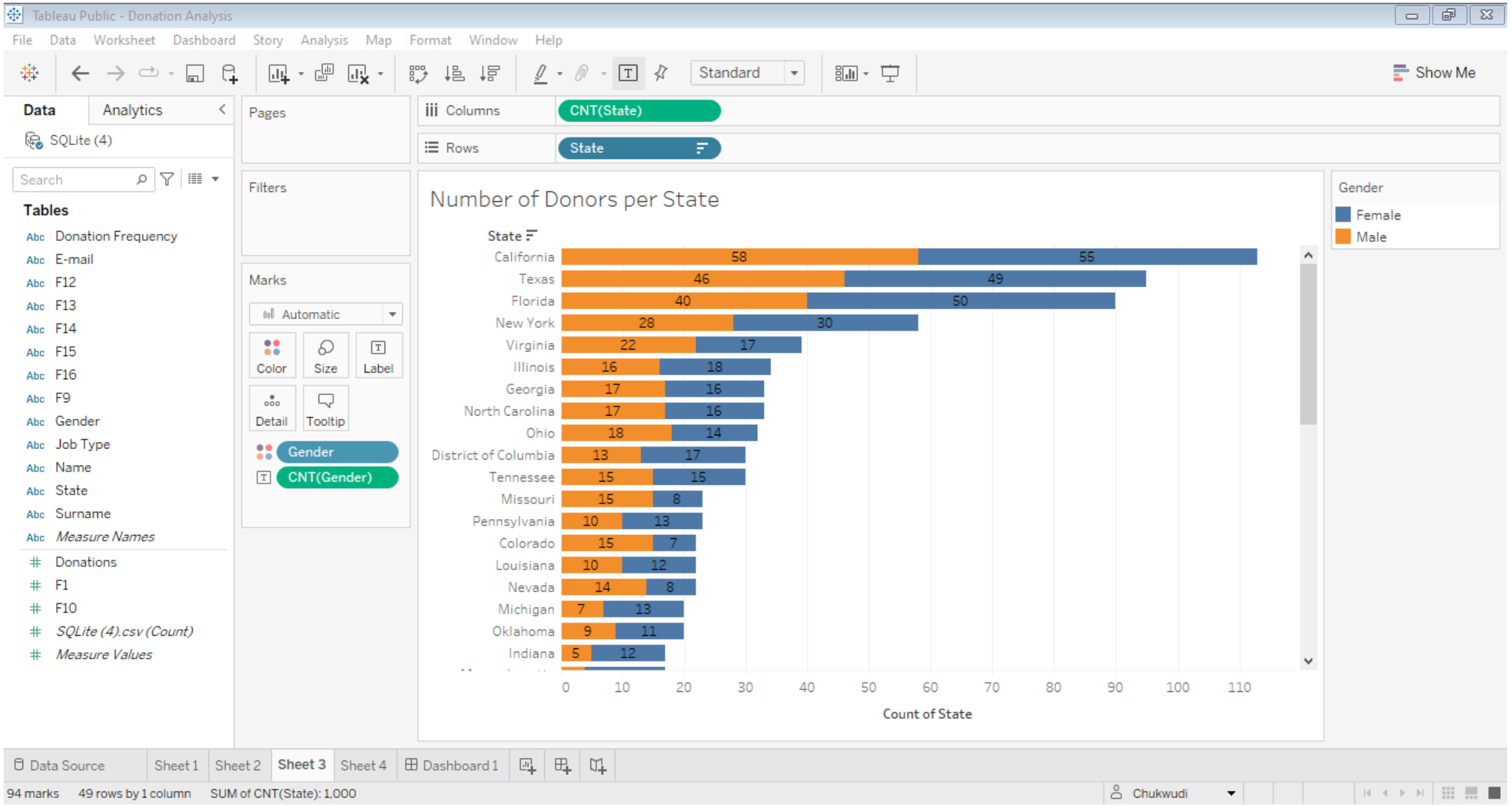
Tables
Abc Donation Frequency
Abc E-mail
Abc F12
Abc F13
Abc F14
Abc F15
Abc F16
Abc F9
Abc Gender
Abc Job Type
Abc Name
Abc State
Abc Surname
Abc Measure Names
Donations
F1
F10
SQLite (4).csv (Count)
Measure Values
Pages
Filters
Marks
Bar
Color
Size
Label
Detail
Tooltip
Gender
SUM(Donation..
Name
Columns
SUM(Donations)
Rows
State
Amount Donated per state
State
California
Texas
Florida
New York
Virginia
Illinois
District of Columbia
Tennessee
Georgia
Ohio
Pennsylvania
North Carolina
Nevada
Michigan
Missouri
Massachusetts
Louisiana
Oklahoma
Colorado
0K 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K 26K 28K 30K
Donations
Highlight State
Highlight State
Gender
Female
Male
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Dashboard 1
999 marks
49 rows by 1 column
SUM(Donations): 249,085
Chukwudi

CHART TWO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Analytics
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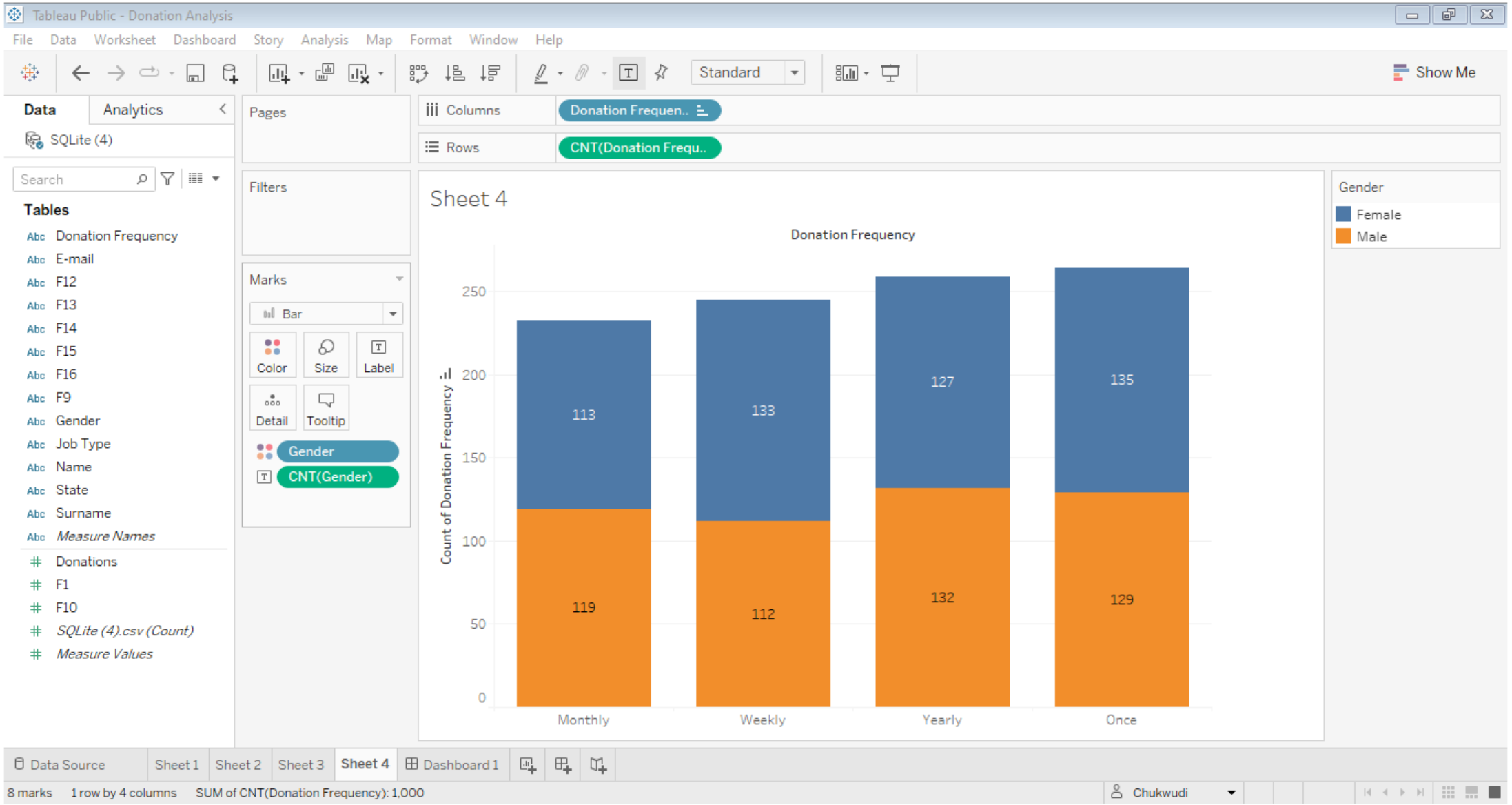
Abc Donation Frequency
Abc E-mail
Abc F12
Abc F13
Abc F14
Abc F15
Abc F16
Abc F9
Abc Gender
Abc Job Type
Abc Name
Abc State
Abc Surname
Abc Measure Names
Donations
F1
F10
SQLite (4).csv (Count)
Measure Values
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Gender
CNT(Gender)
Columns
CNT(State)
Rows
State
Number of Donors per State
State
California 58 55
Texas 46 49
Florida 40 50
New York 28 30
Virginia 22 17
Illinois 16 18
Georgia 17 16
North Carolina 17 16
Ohio 18 14
District of Columbia 13 17
Tennessee 15 15
Missouri 15 8
Pennsylvania 10 13
Colorado 15 7
Louisiana 10 12
Nevada 14 8
Michigan 7 13
Oklahoma 9 11
Indiana 5 12
0 10 20 30 40 50 60 70 80 90 100 110
Count of State
Gender
Female
Male
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Dashboard 1
94 marks
49 rows by 1 column
SUM of CNT(State): 1,000
Chukwudi

CHART THREE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File Data Worksheet Dashboard Story Analysis Map Format Window Help
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Analytics
SQLite (4)
Search
Tables
Abc Donation Frequency
Abc E-mail
Abc F12
Abc F13
Abc F14
Abc F15
Abc F16
Abc F9
Abc Gender
Abc Job Type
Abc Name
Abc State
Abc Surname
Abc Measure Names
Donations
F1
F10
SQLite (4).csv (Count)
Measure Values
Pages
Filters
Marks
Bar
Color
Size
Label
Detail
Tooltip
Gender
CNT(Gender)
Columns
Donation Frequen..
Rows
CNT(Donation Frequ..
Sheet 4
Donation Frequency
Count of Donation Frequency
250
200
150
100
50
0
113
119
133
112
127
132
135
129
Monthly
Weekly
Yearly
Once
Gender
Female
Male
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Dashboard 1
8 marks
1 row by 4 columns
SUM of CNT(Donation Frequency): 1,000
Chukwudi

IMPORTANT FINDINGS AND RECOMMENDATIONS

1. From the Above Table and Analysis, We observe that we have higher number from of Donors and Donations from California. It’s safe to say that running more campaigns and awareness in California will increase our Donors and Donations Database.
2. For the Donation frequency, We notice that more people tend to donate once, we have higher Donations from the one time Donors.
3. To increase the value of Donations we would have to do more awareness to the Males because from what we have on our Database the Male Donors have higher Donations than the Females.

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THANK YOU!

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